

OFFICE OF THE GENERAL COUNSEL  
Division of Operations-Management

MEMORANDUM OM 10-12

October 23, 2009

TO: All Regional Directors, Officers-In-Charge,  
and Resident Officers

FROM: Richard A. Siegel, Associate General Counsel

SUBJECT: Outreach Program

It has been over 3 years since the implementation of the GC's Outreach initiative, see OM Memorandum 06-66. The Regional Offices continue to do a tremendous job of making important information about workers' rights available to the public and to our stakeholders. Our Speaker's Bureau continues to attract Website requests from diverse members of the public across the country. Thank you to all who have engaged in creative and effective outreach efforts to citizens and community groups while maintaining our important traditional relationships within the labor and employment relations communities.

Outreach Events:

Based on Regional and Headquarters surveys, as well as CATS entries, I can report that Office of the General Counsel professionals participated in over 525 outreach events during FY2009, providing information in person to over 32,000 stakeholders. The events reported in FY2009 included outreach activities that were directed at local communities, bar associations, labor organizations, employer/management organizations, government organizations, and educational institutions. A number of these events such as the Teen Leadership Summit sponsored by Congressman Elijah Cummings in Baltimore, Maryland; "From Haymarket to the NLRA" presentation in Anchorage, Alaska; the National Lesbian, Gay, Bisexual, Transgender Bar Association Lavender Law Conference; the Plaza Las Americas Mall joint outreach activity in Puerto Rico; participation on radio talk shows; and public service announcements in publications have reached several hundreds, if not thousands, of people.

In addition to those mentioned above, some significant outreach events in which Agency representatives participated included: a conference about the NLRA and immigration at a symposium sponsored by the NY Latino Resources and Research Network; a presentation about the Agency and the Act tied to Black History month made to military service members, engineering and logistic professionals, and non-technical workers; joint presentations with other federal agencies, including one with local Native American tribes about tribal sovereignty and jurisdictional issues; discussions about protected concerted and union activities with employee advocacy groups and at

workers' rights centers; and overviews of the Agency and the Act provided to elected officials, attorneys, health care professionals, federal and state agencies, small business owners, human resource professionals, union stewards, educators and students.

During FY2009, 22 Regions published and disseminated interesting and informative newsletters to their local communities. Specifically, newsletters were drafted and distributed by Regions 1, 3, 4, 5, 6, 7, 10, 11, 13, 14, 15, 17, 18, 19, 20, 21, 25, 26, 29, 31, 32, and 34. These newsletters are an effective way for the Regions to connect with the labor relations communities in their geographic areas. All newsletters are posted on the Agency's Internet Webpage under [About Us](#) and on the Agency's Intranet Outreach page under "Operations".

#### Speakers Bureau:

In addition to telephonic inquiries for speakers, the Speakers Bureau feature of the Website continues to attract requests from all throughout the United States and abroad. Inquiries have included requests for Agency speakers at high schools, two-year colleges, and universities, trade associations, private employers of all sizes, labor organizations, professional associations, delegates from foreign countries, and community organizations.

#### Telephone, Radio and Television:

The Regions received and responded to over 144,000 telephonic and in person contacts from individuals making inquiries pertaining to workplace issues. In addition, Regions are continuing their efforts to obtain air time on radio and public television stations, including Spanish-language stations.

#### Conclusion:

The GC outreach program continues to be successful because of the dedicated and creative work of our Regional Staffs. As we move into FY2010, we are excited about working collaboratively with Nancy Cleeland, the new Director of Public Affairs, and Tony Wagner, the new Media Specialist, to increase the Agency's presence and provide relevant and timely information about labor law to the communities we serve. In that light, we anticipate outreach initiatives expanding to include different social networking sites and other media. We also look forward to sharing national articles with all Regions for use in their newsletters.

Please continue to enter all Regional outreach events into CATS in a timely manner so that they can be tracked and reported. I appreciate the high level of communication between Regional Outreach Coordinators and National Outreach Coordinators, DAGCs Peter Sung Ohr and Jennifer Abruzzo, and expect that to continue in the current fiscal year.

If you have any questions about this memorandum, please contact your Assistant General Counsel or Deputy or the undersigned.

/s/  
R.A.S.

cc: NLRBU  
Release to Public

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